

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

Schedule Title: **Advertising & Integrated Marketing Solutions**

FSC Group: 541

Contract Number: **GS-23F-0135N**

Contract Period: **January 30, 2003 – January 29, 2018.**

Contractor Name: **The Track Group, Inc.**

Address: **820 S Veitch Street, Arlington, VA 22204**

Phone Number: **(703) 941-7766 / (703) 598-7678**

Fax Number: **(703) 997-0760**

Web site: **www.trackg.com**

Contact for contract administration: **[Alan Minton](#)**

Business size: **Small**

Prices Shown Herein are Net (discount deducted)

Supplement Number: **1**

Date: **Updated effective 3/28/13 incorporating MOD-0027 (0135N) and MOD-0028 (O136N)**

CUSTOMER INFORMATION PAGE

1a. Awarded SINS for:

GS-23F-0135N:	
SIN 541-1	Advertising Services (make all SINS hyperlinks)
SIN 541-4A	A Market Research and Analysis
SIN 541-4B	Video / Film
SIN 541-4C	Exhibit design and implementation services
SIN 541-5	Integrated marketing Services
SIN 541-1000	Other Direct Costs
SIN 541-3	Web-Based Marketing Services
SIN 541-4D	Conference Events Tradeshow Planning
SIN 541-4F	Commercial Art and Graphic Design Services

MOD PO-0028 effective July 8, 2013:

- moves SINS 541-3, 541-4D, and 541-4F from contract [GS-23F-0136N](#) to [GS-23F-0135N](#).

1b. Pricing for labor categories.

Labor Category (Hourly Rates)	1/30/2012 – 1/29/2013	1/30/2013 – 1/29/2014	1/30/2014 – 1/29/2015	1/30/2015 – 1/29/2016	1/30/2016 – 1/29/2017	1/30/2017 – 1/29/2018
Administrative Assistant	\$45.69	\$46.60	\$47.53	\$48.48	\$49.45	\$50.44
Artist	\$79.96	\$81.56	\$83.19	\$84.85	\$86.55	\$88.28
Copywriter	\$109.16	\$111.34	\$113.57	\$115.84	\$118.16	\$120.52
Creative Director	\$124.38	\$126.87	\$129.41	\$132.00	\$134.64	\$137.33
Custom Reports Specialist	\$148.51	\$151.48	\$154.51	\$157.60	\$160.75	\$163.96
Data Entry	\$71.08	\$72.51	\$73.96	\$75.43	\$76.94	\$78.48
Digital Video Capture Manager	\$200.55	\$204.56	\$208.65	\$212.82	\$217.08	\$221.42
Digital Video Editor	\$262.73	\$267.99	\$273.35	\$278.82	\$284.39	\$290.08
Executive Officer	\$177.70	\$181.25	\$184.88	\$188.57	\$192.35	\$196.19
Graphic Designer	\$109.16	\$111.34	\$113.57	\$115.84	\$118.16	\$120.52
IT Manager	\$154.85	\$157.94	\$161.10	\$164.33	\$167.61	\$170.96
Junior Content Specialist	\$88.84	\$90.62	\$92.43	\$94.28	\$96.17	\$98.09
Junior Data Analyst	\$105.35	\$107.46	\$109.61	\$111.80	\$114.04	\$116.32
Junior Market Research Analyst	\$79.96	\$81.56	\$83.19	\$84.85	\$86.55	\$88.28
Junior Researcher	\$79.96	\$81.56	\$83.19	\$84.85	\$86.55	\$88.28
Marketing Specialist	\$79.96	\$81.56	\$83.19	\$84.85	\$86.55	\$88.28
Programmer	\$100.27	\$102.28	\$104.32	\$106.41	\$108.54	\$110.71
Project Director	\$159.93	\$163.12	\$166.39	\$169.72	\$173.11	\$176.57
Project Manager	\$120.58	\$122.99	\$125.45	\$127.96	\$130.52	\$133.13
Quality Control Manager	\$106.61	\$108.75	\$110.92	\$113.14	\$115.40	\$117.71
Question Writer	\$120.58	\$122.99	\$125.45	\$127.96	\$130.52	\$133.13
Registration Database Programmer	\$143.43	\$146.30	\$149.22	\$152.21	\$155.25	\$158.36
Senior Content Specialist	\$102.81	\$104.86	\$106.96	\$109.10	\$111.28	\$113.51
Senior Data Analyst	\$159.93	\$163.12	\$166.39	\$169.72	\$173.11	\$176.57
Senior Market Research Analyst	\$137.08	\$139.82	\$142.61	\$145.47	\$148.38	\$151.34
Senior Researcher	\$137.08	\$139.82	\$142.61	\$145.47	\$148.38	\$151.34
Subject Matter Expert	\$189.12	\$192.90	\$196.76	\$200.69	\$204.71	\$208.80
Trainer	\$139.62	\$142.41	\$145.26	\$148.17	\$151.13	\$154.15
Webcaster	\$200.55	\$204.56	\$208.65	\$212.82	\$217.08	\$221.42

2. Maximum order: **The Maximum order is \$1,000,000 for all SINs.**
3. Minimum order: **\$100.00**
4. Geographic coverage (delivery area): **Domestic delivery only.**
5. Point(s) of production (city, county, and state or foreign country): **Arlington County, VA**
6. Discount from list prices or statement of net price: **Not applicable.**
7. Quantity discounts: **2% for labor orders over \$50,000. (New discount terms effective with MOD-0024 (0135N) and MOD-0025 (0136N) effective 2/13/13).**
8. Prompt payment terms: **Net 30 days (New discount terms effective with MOD-0024 (0135N) and MOD-0025 (0136N) effective 2/13/13).**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes. 1% discount applied to credit card orders.**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. **Yes.**
10. Foreign items: **Not applicable.**
- 11a. Time of delivery: **Negotiated at the task order level.**
- 11b. Expedited delivery: **Contact contractor for expedited delivery needs.**
- 11c. Overnight and 2-day delivery: **Overnight and 2-day delivery is available.**
- 11d. Urgent requirements: **See contract clause I-FSS-14-B. Agencies can contact the contact for contract administration to obtain faster delivery.**
12. F.O.B. point: **Destination.**
- 13a. Ordering address: **820 S Veitch Street, Arlington, VA 22204**
- 13b. Ordering procedures: **For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA s), and a sample BPA can be found at the GSA/FSS schedule homepage (<http://fss.gsa.gov/schedules>).**
14. Payment address: **820 S Veitch Street, Arlington, VA 22204**
15. Warranty provision: **Not applicable**
16. Export packing charges: **Not applicable.**
17. Terms and conditions of Government purchase card acceptance: **Not applicable.**
18. Terms and conditions of rental maintenance, and repair **Not applicable.**
19. Terms and conditions of installation **Not applicable.**

- 20. Terms and conditions of repair parts Not applicable.
 - 20a. Terms and conditions for any other services Not applicable.
 - 21. List of service and distribution points Not applicable
 - 22. List of participating dealers - Not applicable
 - 23. Preventative maintenance Not applicable.
 - 24a. Special attributes such as environmental attributes: Not applicable.
 - 24b. Section 508 compliance information is available on Electronic and Information technology (EIT) supplies and services. The EIT standards can be found at www.Section508.gov
 - 25. Data Universal Number System (DUNS) number: [79-3239500](http://www.duns.com)
 - 26. Notification regarding registration in System For Award Management (SAM) database: [Registered](http://www.sam.gov).
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Contact [Alan Minton](#) @ (703) 941-7766 * (703) 598-7678

Top 10 Reasons to Consider The Track Group For Your Next Project

#1 - Proprietary Framework	<p>We developed the TRACK Marketing framework which we apply to all projects. We wrote two books - One provides an overview on how we maximize your results by looking at the big picture at all times and the other educates on the history and practice of Marketing Public Programs - "Smokey, Rosie, and You!".</p> <p>Learn more about our expertise and request a copy of the books by clicking here. We offer training in Marketing Public Programs to help our clients see the big picture. Learn about our training courses by clicking here.</p> <p>Throughout this section, please note the links to additional content. These links will open a new browser window so you will not loose this page.</p>
#2 - Raving Fans Say It Best!	<p>We survey all clients after each project and over the years we've heard some very kinds words. To read a handful of these comments, please click here.</p>
#3 - Detailed Project Managers	<p>We are very focused on active project management including strong client communication, proactive attention to all details, and creation of client web pages to track all details. To learn more about our commitment to strong client support, please click here.</p>
#4 - Wide Variety of Capabilities	<p>We have successfully completed a very wide variety of projects including... graphic design, trade show displays, integrated marketing campaigns, multimedia for CD and web, DVD creation, video filming and editing, audio narration, strategic planning, surveys, event management and site selection, and group facilitation. To see some of our recent work, please click here.</p>
#5 - Focused on Federal Clients	<p>Over the past few years, The Track Group has focused almost exclusively on building our Federal business. We have completed projects for many agencies including EPA, GSA, IRS, USDA, Coast Guard, Navy, Army, and Dept of Commerce. We understand government regulations and protocol and strive to be a vendor of choice for the Federal government.</p>
#6 - Experience Since 1991	<p>We were formed as Postcard Promotions in 1991 and has been profitable and stable ever since. The founders/owners remain actively involved in the day to day business. We have learned a great deal and can apply this expertise immediately to solving your needs.</p>
#7 - Multimedia and Web Savvy	<p>Even though we were founded pre-internet with a focus on direct marketing, we have kept ahead of the technology curve. We currently provide a wide array of multimedia and web related services. One of our founders was a director at AOL and he continues to look for ways to take advantage of the latest technologies. We keep current on the section 508 requirements for accessibility.</p>
#8 - Variety of Contract Vehicles	<p>We provide many services on our AIMS and MOBIS GSA schedules. Additionally, we have been awarded blanket purchase agreements from EPA, GSA, and Veterans Affairs. To learn more about our EPA BPA available EPA wide, please click here. Additionally, micro-purchases of \$2,500 or less can be purchased sole source. We also accept credit cards to provide greater flexibility in payment options.</p>
#9 - Small Business	<p>We deliver the BEST of the small business and the large business experience. We are extremely nimble and responsive to our federal clients. We are conveniently located in Alexandria, VA. Learn</p>

	more about how we offer you more by clicking here . Why not earn small business credit while receiving the highest quality of service?
#10 - Nice People + Free Consultation	Above all, we love what we do and we enjoy developing new relationships with our clients. We look forward to meeting you and learning more about your needs and how we might be of assistance. We offer a no-cost / no-obligation discussion with any Federal prospect to discuss potential projects and brainstorm innovative solutions.

Details of Services by SIN #:

SIN 541-4A Market Research and Analysis

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

SIN 541-1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

SIN 541-5 Integrated Marketing Services

This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

SIN 541-4B Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

541-4C Exhibit Design and Implementation Services

To assist in conceptualizing, designing, and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits to be displayed in various venues (museums, malls, tradeshow, et al.). Media and exhibit illumination services are also available.

The key components within the category include, but are not limited to:

- Conceptualizing, designing, and producing exhibits and their accompanying materials
- Providing and/or making recommendations for carpet and padding installation for exhibit property
- Preview set-up and dismantling of exhibit property
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated sites
- Media illumination services

541-3 Web Based Marketing Services

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- On-Line media management
- Related activities to web based marketing services

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541-4D Conference, Events and Tradeshow Planning Services

Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event-marketing services may include but are not limited to the following services for a show, event and/or booth:

- Project Management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Liaison support with venue
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation

541-4F Commercial Art and Graphic Design Services

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

SIN 541-1000 Other Direct Cost

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

Online Portfolios

- [Multimedia](#) | [Web](#) | [Design](#) | [Events](#) | [Marketing](#)
 - [Read mini case studies on projects performed for EPA by The Track Group](#)
 - [See our work live on EPA's web site: http://www.epa.gov/safewater/kids](#)
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Additional Pricing Details

All ODC costs are not to exceed amounts. An exact quote will be provided once your specifications are confirmed and a specific vendor is identified. The following items are available as part of a task that includes labor hours for related services.

Messaging Items

(all prices include 1 color imprint unless specified in notes)

	Cost Per
a) Mouse Pad, 2 color with Design imprint, 8" Diameter Round	\$3.27
b) Mouse Pad, 2 color with Design imprint, 8"X9.5" Rectangle	\$3.57
c) Jar Grippers, 2 color, 5inch Circle with Design Imprint	\$0.56
d) All Week Pill Box, 2 color, 7 day with Design Imprint, White	\$0.83
e) Plastic Bags, 12X15 X 2.5 MM with patch handle with Design imprint	\$0.36
f) Pens, BIC, Click Stick Blue with Design Imprint	\$0.91
g) Hex Pencil, #2 with Design Imprint	\$0.26
h) Mugs, 11oz., 2 color with design imprint	\$4.19
i) Salon-size Emery Boards (natural)	\$0.22
(emery board add't color \$0.04, 1st color set-up \$40, Add't color set-up \$20)	
j) Computer calendar (paper product that goes on keyboard) with one color imprint	\$0.71
k) Pen (300 piece min.)	\$1.83
l) CD File (Holder) (100 piece min.)	\$4.21
m) Key ring/light (250 pieces min.)	\$1.50
n) 2 3/4" x 3" - 25 sheets Post-It Notes (500 pieces min.)	\$0.47
o) Plastic letter slitter (250 pieces min.)	\$1.28
p) Plastic magnetic memo clip (250 pieces min.)	\$0.96
q) Magnets	\$1.53
r) Notepad	\$2.10
s) 6" Jar Gripper	\$0.75
t) Magnetic Calendars	\$1.22
u) Luggage Tag	\$1.38
v) Multi-task openers (additional color \$.15 per color, setup \$40)	\$1.70

Notes:

- a) Price includes 4 color print on white surface
- b) Price include 4 color print on white surface

- c) Add .14 each additional color. Add \$25 per color for logo.
- d) Add .20 for each additional imprint color. Screen Charge \$35 per color
- e) Add \$70 per color/location for plate charge. Add 14 cents ea. color
- f) Add .10 each for each additional imprint color
- g) Add \$20 setup charge. Price does not include sharpening
- h) \$45 extra for each color

Media Duplication	Cost Per
a) CD Duplication, Standard	\$2.00
b) CD Duplication, Business Card Size	\$2.49
c) DVD Duplication	\$5.00
d) VHS Duplication	\$10.13

Notes:

- All prices subject to 5% over- or under run
- a) Includes black on disc printing. Disc packaging.
 - b) Tru Photo Finish Print, packaging is extra
 - c) Includes black on disc printing. Packaging is extra
 - d) Includes up to 9 hrs, blank sleeve, black label print

Stock Photography License	Cost Each
Low Resolution	\$150.70
Medium Resolution	\$329.75
High Resolution	\$419.75
Ultra High Resolution	\$439.75

Media Packaging	Cost Per
Paper sleeves	\$0.15
Jewel Boxes	\$0.35
Slim line jewel Boxes	\$0.35
DVD boxes	\$0.60
Client insert	\$0.05
VHS Second Printed Label	\$0.12
Color Printed Labels	\$0.25
Plastic VHS Albums	\$0.60

Event Displays	Cost Per
a) 8' X 10' Pop-up Displays with two lights	\$2,099.00
b) Double Sided Retractor, Vertical Banner Stands	\$350.00
c) Graphic for Double Sided Retractor	\$195.00
d) 5' X 6' Pop-up Displays with one light	\$1,140.00
e) Halogen Spotlight 200 Watt with clip	\$168.00
f) 2' X 3' Tabletop display with carry case	\$260.00
g) 5' X 6' Pop-up Display Kit (frame, telescopic channel bars, shipping case, molded plastic end caps, one spot light, and two mural panels)	\$2,040.19

h) Table display (2' x 3') with 4 graphics	\$806
i) Display of mural graphics (8' x 10" display w/ 4 mural, 3 lights, case)	\$4,443.08
j) Graphic panel (8' x 10')	\$1,939.44
k) Table cloth (6')	\$327.44
l) 33"x94" Retractable Double-sided Banner Stand with Nylon Carry Case	\$1,800
m) 5'x5' Exhibit Frame Kit, Transport Bag & Shipping Case, 1 light, 1 fabric mural (labor to design panel is not included) add't proofs \$90.68	\$2,468.38
n) 8'X10' trade show booth	\$6,986.22

Tradeshow Rental Items	Cost Per
a) Booth Space Rental	\$4,760.44
b) Table	\$382.04
c) Chair	\$299.06
d) Sofa	\$698.45
e) Wastepaper basket	\$66.85
f) Display Counter	\$330.31
g) Literature Rack	\$189.01
h) Bulletin Board	\$193.19
i) Carpet Rental Per show	\$843.32
j) Material Handling/Drayage Per CWT	\$103.27
k) Exhibit install/Dismantle Per Hour	\$218.09
l) Exhibit Storage Per Month	\$503.78
m) Shipping Per 500lbs	\$505.94
n) Additional paid booth staff per Show	\$352.64
o) Electric Outlet Rental Per Show	\$5,547.99
p) A/V & computer Rental Per Show	\$2,651.89
q) Cleaning Service Per Show	\$142.07
r) Sponsorship Per Show	\$8,564.23

Notes:

- a) Price includes shipping case
- b) Price includes hardware and 2 graphics
- c) Does not include graphic design labor
- d) Lights are extra

Posters	Cost Per
a) 11" X 17" Poster	\$329.00
b) Trifold or Half fold	\$78.00
c) Bookfold	\$145.00
d) Easel Backs 9" White/500/bx	\$212.57
e) Easel Backs 15" White/25/pk	\$20.24
f) 22" X 28" Poster	\$50.00
g) Gatorboard for 22X28	\$34.00
h) 24" X 36" Poster	\$69.00
i) Gatorboard for 24X36	\$34.00
j) 30" X 40" Poster	\$96.00
k) Gatorboard for 30X40	\$49.00

l) 36" X 48" Poster	\$112.00
m) Gatorboard for 36X48	\$79.00

Notes:

- d) labor to apply easel backs to posters is extra
e) labor to apply easel backs to posters is extra
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MOD PO-0024 (0135N) and MOD-0025 (O136N) effective 2/13/13

Tradeshow Rental Items	Cost Per
a) Carpet Rental per square foot	\$2.32
b) Chair Rental per show	\$319.50
c) Material Handling/Drayage per CWT	\$140.91
d) Exhibit Install/Dismantle per show	\$14,219.65
e) Shipping per show	\$12,856.72
f) Trade Show Booth Rental per show	\$25,889.71

MOD-0027 (0135N) and MOD-0028 (O136N) effective 3/28/13

Tradeshow Rental Items	Unit of Issue	Cost
6x2x30h undraped table	each	\$90.68
Barstool	each	\$87.66
Cabinet	each	\$377.83
Coat Tree	each	\$94.71
AV Service/Setup	each	\$95.72
Custom unit, up to 30X40	each	\$10,364.74
Electric: 20 amp	each	\$203.53
electric labor	hourly	\$85.64
Graphics	each	\$5,900.25
AV Service/Setup	each	\$1,647.36
Decorating Service Fee	each	\$853.75
Material Handling-Adv up to 10,779lbs	each	\$9,055.92
Material Handling-outbound up to 1,800lbs	each	\$520.50
Shipping - inbound	each	\$3,639.29
Shipping - outbound	each	\$2,159.19

Postcards Full and Client Line (4/black) **

Quantity	Mailing Services*	6" x 9" Full Line	5.5" x 7" Full Line	4" x 6" Full Line	4" x 6" Client Line	5.5" x 7" Client Line	6" x 9" Client Line
500	\$201.99	\$1,468	\$1,275	\$1,086	\$612	\$768	\$921
1,000	\$228.93	\$1,621	\$1,409	\$1,203	\$628	\$790	\$948
1,500	\$255.86	\$1,840	\$1,598	\$1,463	\$683	\$858	\$1,028
2,000	\$282.79	\$2,164	\$1,881	\$1,840	\$698	\$876	\$1,050
2,500	\$309.72	\$2,379	\$2,070	\$1,975	\$734	\$921	\$1,104
3,000	\$336.66	\$2,599	\$2,258	\$2,070	\$750	\$938	\$1,127
4,000	\$390.52	\$2,765	\$2,406	\$2,164	\$763	\$957	\$1,149
5,000	\$444.39	\$3,250	\$2,824	\$2,258	\$801	\$1,005	\$1,203
6,000	\$498.25	\$3,465	\$3,012	\$2,352	\$858	\$1,072	\$1,289
7,000	\$552.12	\$3,573	\$3,106	\$2,447	\$901	\$1,126	\$1,356
8,000	\$605.98	\$3,681	\$3,201	\$2,541	\$951	\$1,190	\$1,427
9,000	\$659.85	\$3,744	\$3,255	\$2,635	\$968	\$1,212	\$1,454
10,000	\$713.71	\$3,789	\$3,295	\$2,729	\$994	\$1,244	\$1,490
12,000	\$821.44	\$3,977	\$3,483	\$3,106	\$1,208	\$1,513	\$1,813
15,000	\$983.04	\$4,332	\$3,767	\$3,578	\$1,236	\$1,549	\$1,854
25,000	\$1,521.69	\$4,983	\$4,332	\$4,103	\$1,702	\$2,128	\$2,555
50,000	\$2,868.31	\$6,500	\$5,652	\$5,180	\$2,668	\$3,340	\$4,004
75,000	\$4,214.94	\$8,017	\$6,972	\$7,119	\$3,626	\$4,534	\$5,440
100,000	\$5,561.56	\$10,028	\$8,723	\$8,480	\$4,585	\$5,733	\$6,882

All postcards are priced as 4-color on front glossy side and black on back side (4/black). Options at additional charge include 4/4 and 4C on both sides and one or more PMS colors on reverse side. .

*All mailing services include basic lettershop (addressing) and do not include postage which is billed at actual cost.

** Difference between full line and client line pricing:

Full Line price includes up to 5 hours of design time and marketing consultation

Client Line price does not include design time and client supplies print ready files. If files provided need any changes to conform to published specifications or design tweaks are desired, graphic design time will be charged based on the labor categories.

Business Reply Cards (4/black) - Full Line Pricing

Quantity	Mailing Services*	Double	Triple
500	\$ 201.99	\$ 2,518.69	\$ 2,807.96
1,000	\$ 228.93	\$ 2,638.39	\$ 3,057.34
1,500	\$ 255.86	\$ 2,753.10	\$ 3,192.00
2,000	\$ 282.79	\$ 2,907.71	\$ 3,362.57
2,500	\$ 309.72	\$ 3,017.44	\$ 3,488.26
3,000	\$ 336.66	\$ 3,132.15	\$ 3,617.93
4,000	\$ 390.52	\$ 3,276.79	\$ 3,779.53
5,000	\$ 444.39	\$ 3,406.46	\$ 3,914.19
6,000	\$ 498.25	\$ 3,605.96	\$ 3,869.30
7,000	\$ 552.12	\$ 3,830.40	\$ 4,394.99
8,000	\$ 605.98	\$ 4,039.88	\$ 4,632.39
9,000	\$ 659.85	\$ 4,189.50	\$ 4,790.00
10,000	\$ 713.71	\$ 4,413.94	\$ 5,045.36
12,000	\$ 821.44	\$ 4,708.20	\$ 5,364.56
15,000	\$ 983.04	\$ 5,002.46	\$ 5,682.76
25,000	\$ 1,521.69	\$ 6,264.30	\$ 7,047.34
50,000	\$ 2,868.31	\$10,279.24	\$11,473.25
75,000	\$ 4,214.94	\$12,927.60	\$14,306.15
100,000	\$ 5,561.56	\$16,782.94	\$18,543.53

*Does not include postage

Full Line price includes up to five hours of design time and marketing consultation

Business Cards - Client Line Pricing

Business Cards Client Line			Specialty Cards Client Line		
Quantity	Single 2" x 3.5"	Double 3.5" x 4.5"	Quantity	Catalog Cards 4/black - 8.5" x 11"	Rack Cards 4/black - 4" x 9"
1,000	\$289.28	\$568.58	1,000	\$997.50	\$658.35
2,000	\$349.13	\$678.30	2,000	\$1,117.20	\$877.80
3,000	\$428.93	\$817.95	3,000	\$1,346.63	\$1,027.43
4,000	\$458.85	\$907.73	4,000	\$1,576.05	\$1,167.08
5,000	\$488.78	\$987.53	5,000	\$1,795.50	\$1,296.75
10,000	\$638.40	\$1,356.60	10,000	\$2,553.60	\$1,805.48
15,000	\$778.05	\$1,596.00	15,000	\$3,172.05	\$2,264.33
20,000	\$937.65	\$1,845.38	20,000	\$3,720.68	\$2,723.18
25,000	\$1,067.33	\$2,094.75	25,000	\$4,279.28	\$3,102.23
*Cards are printed 4/1. Does not include design time			*Does not include design time		

Client Line price does not include design time and client supplies print ready files.

Greeting & Announcement Cards Client Line

Greeting & Announcement Cards Client Line			Marketing Folders Client Line		
Quantity	6 x 9	7 x 10	Quantity	Full Color*	One Color **
1,000	\$1,157	\$1,367	500	\$3,219	\$2,756
2,000	\$1,307	\$1,526	1,000	\$3,496	\$3,012
3,000	\$1,426	\$1,666	1,500	\$3,819	\$3,327
4,000	\$1,546	\$1,925	2,500	\$4,412	\$3,892
5,000	\$1,666	\$2,185	5,000	\$5,584	\$4,983
10,000	\$2,175	\$2,833	7,500	\$6,827	\$5,840
15,000	\$2,643	\$3,471	10,000	\$7,810	\$6,711
20,000	\$3,092	\$3,990			
25,000	\$3,571	\$4,499			
*All greeting cards printed 4/black.			*Full color printed 4/0. **One color printed 1/0.		

Client Line price does not include design time and client supplies print ready files.

Catalog Sheets Client Line

Quantity	8.5 x 11 4/0	8.5 x 11 4/1	8.5 x 11 4/4	11 x 17 4/0	11 x 17 -4	11 x 17 4/4
1,000	\$748	\$798	\$1,406	\$1,357	\$1,506	\$2,793
2,000	\$848	\$958	\$1,526	\$1,596	\$1,756	\$3,142
3,000	\$948	\$1,157	\$1,696	\$1,776	\$2,015	\$3,471
4,000	\$1,037	\$1,297	\$1,776	\$1,945	\$2,234	\$3,771
5,000	\$1,127	\$1,426	\$1,865	\$2,125	\$2,404	\$4,070
10,000	\$1,596	\$1,995	\$2,354	\$2,963	\$3,042	\$4,888
15,000	\$2,005	\$2,384	\$2,813	\$3,601	\$3,601	\$5,516
20,000	\$2,424	\$2,703	\$3,282	\$4,299	\$4,199	\$6,175
25,000	\$2,833	\$3,022	\$3,741	\$5,037	\$5,017	\$6,843

Client Line price does not include design time and client supplies print ready files.

Brochures Client Line

Quantity	8.5 x 11 4/4	9 x 8 4/4	9 x 12 4/4	9 x 16 4/4
1,000	\$1,605.98	\$1,177.05	\$1,605.98	\$1,586.03
2,000	\$2,603.48	\$1,645.88	\$2,114.70	\$2,164.58
3,000	\$2,563.58	\$2,114.70	\$2,673.30	\$2,653.35
4,000	\$2,882.78	\$2,344.13	\$3,022.43	\$3,241.88
5,000	\$3,182.03	\$2,583.53	\$3,361.58	\$3,830.40
10,000	\$3,780.53	\$3,182.03	\$4,019.93	\$4,817.93
15,000	\$4,329.15	\$3,600.98	\$4,638.38	\$5,725.65
20,000	\$4,718.18	\$3,810.45	\$5,067.30	\$6,543.60
25,000	\$5,107.20	\$4,009.95	\$5,496.23	\$7,361.55

* All Brochures are printed 4/4.

Client Line price does not include design time and client supplies print ready files.

Posters Client Line

Quantity	11" x 17" - 4/0	17" x 22" - 4/0	22" x 28" - 4/0
1,000	\$1,327	\$2,923	\$4,000
2,000	\$1,566	\$3,252	\$4,638
3,000	\$1,766	\$3,581	\$5,107
4,000	\$2,005	\$3,850	\$5,396
5,000	\$2,244	\$4,120	\$5,686
10,000	\$3,342	\$5,297	\$7,092
15,000	\$4,329	\$6,404	\$8,429
20,000	\$5,247	\$7,441	\$9,825
25,000	\$6,155	\$8,469	\$11,222

*All posters are printed 4/0.

Client Line price does not include design time and client supplies print ready files.

For all other sizes and variations, prices will be negotiated on task order basis.

If you desire to have full line service (design and basic marketing consultation) with any client line option above, you can order client line and graphic design services from the labor categories.